

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Power Elite/Golden Year Guardians	137 or 37% more likely to watch (than the general population)
Booming With Confidence	146 or 46% more likely to watch
Suburban Style	113 or 13% more likely to watch



GENDER

Male:	53%
Female:	47%



HOME OWNERSHIP

Own Home:	73%
Rent:	25%



HOUSEHOLD INCOME

\$100K+:	32%
\$75K - \$99,999:	16%
\$50K - \$74,999:	17%
\$30K - \$49,999:	21%



AGE

18 - 34:	13%
35 - 54:	27%
55+:	60%



EDUCATION

Graduated College:	36%
Some College:	34%



PRESENCE OF CHILDREN

1+ Child in HH:	20%
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MARITAL STATUS

Single (Never Married):	22%
Married:	56%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: MSNBC. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- Rachel Maddow
- Morning Joe
- All In
- The Last Word
- Hardball
- Deadline: WH
- 11th Hour
- The Beat
- MTP Daily

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



MSNBC

MSNBC is the premier destination for breaking news and in-depth analysis of the headlines through commentary and informed perspectives. MSNBC is the home for depth-seeking news consumers. They are savvy and discerning, leaning into stories that matter, and seeking content that's as smart as they are.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	13%
35 – 64:	58%
65+:	28%



GENDER

Male:	54%
Female:	46%



HOUSEHOLD INCOME

\$25K – \$99,999:	5%
\$40K–\$74,999:	25%
\$75K+	66%



CHILDREN

1 or more in HH:	32%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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